

ORDER



Orders	Order / Rev: <u>108295</u>	Alt Order #: <u>06868207</u>	Product Desc: <u>Horsford/DCCC</u>	Estimate: <u>2250</u>	Flight Dates: <u>10/26/12 - 10/30/12</u>	Primary AE: <u>Amy McCreary</u>
					Original Date / Rev: <u>10/25/12 / 10/29/12</u>	Sales Office: <u>BLPHI</u>
					Order Type: <u>GENERAL</u>	Sales Region: <u>National</u>
Agency Name: <u>GMMB, Inc./ Washington D.C.</u>						
		Buying Contact:		Billing Type:	<u>Cash</u>	
		Billing Contact:		Billing Calendar:	<u>Broadcast</u>	
			<u>Washington Harbor</u>	Billing Cycle:	<u>EOM/EOC</u>	
			<u>Washington, DC 20007</u>	Agency Commission:	<u>15%</u>	
Advertiser Name: <u>DCCC/ Horsford</u>						
		Demographic:	<u>A35+</u>	New Business Thru:		
		Product Codes:	<u>PLC02</u>	Order Separation:	<u>00:05:00</u>	
		Priority:	<u>SELECT PRIORITY CODE</u>	Advertiser External ID:		
		Revenue Codes:	<u>POLITICAL/AGY, PCAN, GEN</u>	Agency External ID:		

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	8	\$18,100.00	\$15,385.00
10/29/12	10/30/12	18	\$16,515.00	\$14,037.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	8	\$18,100.00	\$15,385.00	0.00
November 2012	18	\$16,515.00	\$14,037.75	0.00
Totals	26	\$34,615.00	\$29,422.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	26%	\$34,615.00
Market	100%	\$133,134.62

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	25%	\$33,283.65
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$33,283.65
KTUD	1%	\$1,331.35
KVVU	18%	\$23,964.23
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$6,656.73

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/26/12	10/30/12	M-F 5-6a	WakeUp w/Wagners	5-6a	MT- F- -	:30	2	\$450.00	1	0.00	NM	2	\$900.00

WAKE UP WITH THE WAGNERS

<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>
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Order / Rev: 108295
Alt Order #: 06868207
Flight Dates: 10/26/12 - 10/30/12

Advertiser: DCCC/ Horsford
Product Desc: Horsford/DCCC
Estimate: 2250

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount											
E 1	KSNV	10/26/12	10/30/12	M-F 5-6a WakeUp w/Wagners		5-6a																				
M-F 5-6a WakeUp w/Wagners																										
WAKE UP WITH THE WAGNERS																										
<table> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 10/26/12</td> <td>11/01/12</td> <td>MT--F--</td> <td>2</td> <td>\$450.00</td> <td>0.00</td> </tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 10/26/12	11/01/12	MT--F--	2	\$450.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/26/12	11/01/12	MT--F--	2	\$450.00	0.00																					
E 2	KSNV	10/28/12	10/30/12	Wake Up Early w/ Wagners	CM	430a-5a	MT----S	:30	1	\$200.00	1	0.00	NM	1	\$200.00											
WAKE UP EARLY W/THE WAGNERS																										
<table> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 10/28/12</td> <td>11/03/12</td> <td>MT----S</td> <td>1</td> <td>\$200.00</td> <td>0.00</td> </tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 10/28/12	11/03/12	MT----S	1	\$200.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/28/12	11/03/12	MT----S	1	\$200.00	0.00																					
E 3	KSNV	10/26/12	10/30/12	M-F 6-7a WakeUp w/Wagners	CM	6-7a	MT--F--	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00											
WAKE UP WITH THE WAGNERS																										
<table> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 10/26/12</td> <td>11/01/12</td> <td>MT--F--</td> <td>2</td> <td>\$700.00</td> <td>0.00</td> </tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 10/26/12	11/01/12	MT--F--	2	\$700.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/26/12	11/01/12	MT--F--	2	\$700.00	0.00																					
E 4	KSNV	10/26/12	10/30/12	Today Show	CM	658a-9am	MT--F--	:30	2	\$900.00	1	0.00	NM	2	\$1,800.00											
TODAY SHOW																										
<table> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 10/26/12</td> <td>11/01/12</td> <td>MT--F--</td> <td>2</td> <td>\$900.00</td> <td>0.00</td> </tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 10/26/12	11/01/12	MT--F--	2	\$900.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/26/12	11/01/12	MT--F--	2	\$900.00	0.00																					
E 5	KSNV	10/27/12	10/27/12	Saturday Today	CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00											
SATURDAY TODAY																										
<table> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 10/22/12</td> <td>10/28/12</td> <td>-----S-</td> <td>1</td> <td>\$625.00</td> <td>0.00</td> </tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 10/22/12	10/28/12	-----S-	1	\$625.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/22/12	10/28/12	-----S-	1	\$625.00	0.00																					
E 6	KSNV	10/28/12	10/28/12	Meet the Press	CM	8a-9am	-----S	:30	1	\$3,000.00	1	0.00	NM	1	\$3,000.00											
MEET THE PRESS																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/22/12	10/28/12	-----S	1	\$3,000.00	0.00																					
E 7	KSNV	10/26/12	10/30/12	Rachael Ray	CM	11am-12pm	MT--F--	:30	1	\$325.00	1	0.00	NM	1	\$325.00											
RACHEL RAY																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/26/12	11/01/12	MT--F--	1	\$325.00	0.00																					
E 8	KSNV	10/26/12	10/30/12	Noon News	CM	12-1230pm	MT--F--	:30	1	\$425.00	1	0.00	NM	1	\$425.00											
NEWS 3 AT NOON																										
<table> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 10/26/12</td> <td>11/01/12</td> <td>MT--F--</td> <td>1</td> <td>\$425.00</td> <td>0.00</td> </tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 10/26/12	11/01/12	MT--F--	1	\$425.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/26/12	11/01/12	MT--F--	1	\$425.00	0.00																					
E 9	KSNV	10/26/12	10/30/12	Dr. Phil	CM	3-4p	MT--F--	:30	1	\$450.00	1	0.00	NM	1	\$450.00											
DR. PHIL																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/26/12	11/01/12	MT--F--	1	\$450.00	0.00																					
E 10	KSNV	10/26/12	10/30/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	MT--F--	:30	1	\$725.00	1	0.00	NM	1	\$725.00											
4PM NEWS (1 hour)																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/26/12	11/01/12	MT--F--	1	\$725.00	0.00																					
E 11	KSNV	10/26/12	10/30/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	MT--F--	:30	1	\$725.00	1	0.00	NM	1	\$725.00											
4PM NEWS (1 hour)																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/26/12	11/01/12	MT--F--	1	\$725.00	0.00																					
E 12	KSNV	10/26/12	10/30/12	M-F Early News	CM	5-630p	MT--F--	:30	3	\$1,200.00	1	0.00	NM	3	\$3,600.00											
M-F Early News																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/26/12	11/01/12	MT--F--	3	\$1,200.00	0.00																					
E 13	KSNV	10/26/12	10/30/12		CM	630-7pm	MT--F--	:30	1	\$1,300.00	1	0.00	NM	1	\$1,300.00											

Order / Rev: 108295
Alt Order #: 06868207
Flight Dates: 10/26/12 - 10/30/12

Advertiser: DCCC/ Horsford
Product Desc: Horsford/DCCC
Estimate: 2250

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F Jeopardy M-F Jeopardy											
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/12	11/01/12	MT--F--		1	\$1,300.00			0.00					
E 14	KSNV	10/26/12	10/30/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm				MT--F--	:30	1	\$1,300.00	1	0.00 NM 1 \$1,300.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/12	11/01/12	MT--F--		1	\$1,300.00			0.00					
E 15	KSNV	10/26/12	10/30/12	FacetoFace/Ralston Rep FacetoFace/Ralston Report	CM	730-758pm				MT--F--	:30	1	\$900.00	1	0.00 NM 1 \$900.00
FACE TO FACE W/ JON RALSTON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/12	11/01/12	MT--F--		1	\$900.00			0.00					
E 16	KSNV	10/29/12	10/29/12	Mon PR 8-10p Monday Prime 8-10pm	CM	8-10pm				M-----	:30	1	\$4,000.00	1	0.00 NM 1 \$4,000.00
THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-----		1	\$4,000.00			0.00					
E 17	KSNV	10/28/12	10/28/12	NFL Football NFL Football	CM	1P-9PM				-----S	:30	1	\$10,000.00	1	0.00 NM 1 \$10,000.00
NFL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S		1	\$10,000.00			0.00					
E 18	KSNV	10/26/12	10/30/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm				MT--F--	:30	2	\$1,200.00	1	0.00 NM 2 \$2,400.00
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/12	11/01/12	MT--F--		2	\$1,200.00			0.00					
E 19	KSNV	10/26/12	10/30/12	The Tonight Show Tonight Show	CM	1135p-1236a				MT--F--	:30	1	\$500.00	1	0.00 NM 1 \$500.00
TONIGHT SHOW W/ JAY LENO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/12	11/01/12	MT--F--		1	\$500.00			0.00					
N 20	KSNV	10/30/12	10/30/12	Last Call w/Carson Daly CM Last Call w/Carson Daly	CM	136-205am				-T-----	:30	1	\$40.00	3	0.00 NM 1 \$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-T-----		1	\$40.00			0.00					
													Totals	26	\$34,615.00